

ENGINEERING PUBLIC RELATIONS SUPERVISOR

JOB DESCRIPTION

Classification Responsibilities: An Engineering Public Relations Supervisor is responsible for developing and implementing a Public Relations Program for public works projects. This position communicates with the general public, other City employees, various government agencies, non-City utilities, contractors, Mayor, City Council, and City Management in order to advise of future and ongoing public works projects. Duties include: reading and interpreting engineering plans, specifications and details, utility maps, barricade manuals, and related engineering plans and drawings; coordinating work sequences/schedules with contractors, private sector utilities, and other City departments/units; reviewing Traffic and Barricade Control Plan's to determine public and business restrictions, approving as appropriate; informing affected parties when restrictions are identified; interacting with the public in resolving project concerns; notifying other City departments when their facilities will be affected by construction; attending Pre-Construction Meetings, coordinating project specific mock-up's and reviews with City and Department management and council; identifying and responding to current public policy issues and management directives; responding to questions from the City Attorney's office in regards to claims, potential lawsuits regarding property and projects, and public records requests; managing the Engineering Department internal and external Web sites; formulate and implement electronic and print media activities, press releases on matters pertaining to public works projects, conducting workload analysis and assigning work accordingly. Public contact may be stressful at times when it entails confrontational meetings as a result of dissatisfied citizens or business owners. In all situations it is important that the employee exercise a high degree of discretion and courtesy in dealing with the public. This class performs related duties as required.

Distinguishing Features: The Engineering Public Relations supervisor manages, coordinates, and supervises a staff of Marketing and communications Specialists, including administrative staff in the Engineering Public Relations section. This class is supervised by the City Engineer through periodic meetings and conferences, input from division management, and results achieved. This class is FLSA exempt-administrative.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualification Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Public Relations, Communications, Construction Management, or a closely related field. Extensive (5+ years) experience involving public relations and/or engineering design, construction, or a related field. Some (6 months - 1 year) supervisory or lead experience.

Special Requirement. Must possess a valid Arizona Driver's License by hire date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. Experience within a municipal government is desirable. Graduation from an accredited college or university with a Master's Degree in Public Relations,

Construction Management or closely related field is highly desirable. Experience serving as a liaison between the general public and contractors/government regarding public works construction projects is highly desirable.

ESSENTIAL FUNCTIONS

Communication: Communicates with the general public, other City employees, various government agencies, non-City utilities, contractors, Mayor, City Council, and City Management, media, and other support professionals in order to create awareness of public works projects and administer assigned projects. Informs affected parties when restrictions are identified and interacts with the public in resolving project concerns. Notifies other City departments when their facilities will be affected by construction. Prepares written documents such as media releases, reports, and correspondence to respond to inquiries about departmental issues, projects, and present information and options to the appropriate stakeholders. Communicates with the general public on controversial or sensitive issues on behalf of management. Serves as a liaison between the attorney's office, the engineering department, the contractors and the residents and businesses. Utilizes City of Mesa website to update, design and develop communication strategies and awareness to achieve departmental communications goals.

Manual/Physical: Operates a motor vehicle requiring a standard Arizona Driver's License to travel to various locations to give presentations, attend meetings, and review project sites. Operates a variety of standard office equipment (personal computer [PC] for word processing and desktop publishing) to draft materials, organize mailing lists, flyers, and other visual communication materials. Performs some light physical labor in the setup of special meetings and events, with occasional lifting and moving of equipment. Meets scheduling and attendance requirements.

Mental: Reads and interprets engineering plans, specifications and details, utility maps, barricade manuals, and related engineering plans and drawings to coordinate work sequences/schedules with contractors, private sector utilities, and other City departments/units. Plans, organizes, and directs the public relations team on assignments; prioritizes own work. Develops strategies and tactics for the successful achievement of a department's outreach or public relations goals. Analyzes construction problems logically and expeditiously and makes decisions quickly while under pressure. Coordinates with other City departments, coordinates and disseminates department information to the City of Mesa general public and businesses via the intranet and e-mail systems. Supervises, assigns, and evaluates the work of subordinate staff.

Knowledge, Skills and Abilities:

Knowledge of:

the principles and practices of public works project construction;
construction practices and techniques;
general theories and principles of product/service marketing and public relations;
advertising and publicity techniques and practices;
style guidelines for writing press and broadcast releases and AV scripts;
English language usage and the terminology used by the various news media;
HTML and website production; and
the principles and practices of employee supervision, evaluation, and training;

Skill in:

operating a desktop publishing system;
effectively communicating with the general public;
making oral presentations;
organizing a program or event; and
anticipating the informational needs of Council.

Ability to:

read and interpret construction plans, specifications and details, utility maps, and related engineering and architectural plans and drawings;
design, write, and edit a variety of printed materials including brochures, flyers, press releases, and reports;
analyze potential barricading problems, determine possible solutions, and select the option which best resolves the situation while maintaining standards;
analyze service and program attributes including facility demand, accessibility, availability, and location;
coordinate and publicize facility openings, and other events, which include equipment setup;
communicate with, and respond pleasantly to, a demanding and diverse public in fielding questions and responding to issues of a sensitive nature;
oversee the department website;
prepare and deliver effective oral presentations;
present information clearly and in an interesting manner, both verbally and in writing, to various audiences;
meet deadlines and handle more than one project simultaneously; and
establish and maintain effective working relationships with City officials, mass media personnel, coworkers, and the general public.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 1/21

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JOB FCTN- ADM

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